



May 22, 2012

**TESTIMONY BEFORE THE HONOLULU CITY COUNCIL'S
COMMITTEE ON PARKS & CULTURAL AFFAIRS
ON BILL 11 CD1, RELATING TO PUBLIC PARKS**

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CITY CLERK
HONOLULU, HAWAII

Thank you Chair Berg and Committee members. I am Gareth Sakakima, Managing Director of the Hawaii Transportation Association (HTA) with over 400 transportation related members throughout the state of Hawaii.

Hawaii Transportation Association opposes Bill 11 as it relates to recreational stops by tour companies.

Recreational stops afford our visitors a few minutes to feel the sand, take in the vista, take a few photos, then are whisked away to their next experience. This taste on a motorcoach, minibus, or van has less impact on the beach and park than having each visitor get there in a car.

A motorcoach can save 14 - 30 or more cars from coming in, and when visitors come on their own their stay is an extended one. This is especially true for sights that are highly touted by visitor bureaus and by visitors themselves through social media.

Our visitor industry is the only one we have that creates any scale of jobs for residents. Unfortunately, it is also an extremely fragile one industry where negative perceptions and barriers can crack it.

About all we have to fuel the visitor industry is sun and surf. If we shut that off then no one would have reason to come, revenue and jobs would evaporate, and no one in Hawaii could maintain their standard of living.

May 9, 2012

**TESTIMONY BEFORE THE HONOLULU CITY COUNCIL
ON BILL 11 CD1, RELATING TO PUBLIC PARKS**

Thank you Chair Martin and Council members. I am Gareth Sakakida, Managing Director of the Hawaii Transportation Association (HTA) with over 400 transportation related members throughout the state of Hawaii.

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November 2, 2011

**TESTIMONY BEFORE THE HONOLULU CITY COUNCIL
ON BILL 5 RELATING TO CITY PARKS**

Thank you Chair Martin and Council members. I am Gareth Sakakida, Managing Director of the Hawaii Transportation Association (HTA) with over 400 transportation related members throughout the state of Hawaii.

Hawaii Transportation Association opposes Bill 5.

You all know how important the visitor industry is to this state and to Oahu. I do not have to provide you statistics of its impact on our economy or detail the resources that are expended by the Hawaii Tourism Authority and their multitude of industry partners to market visitors to Hawaii.

Of all the industries our state can successfully sustain, the visitor industry is the most viable and is regarded as a clean industry.

I will tell you what this bill is good for.

It is good for relegating our number one industry to a less than full time endeavor. Allowing access to our most coveted attractions for 85.7% of the time will compel the travel market to seek destinations that welcome them on a full time basis.

It is good for increasing our competitors' market share of the global visitor industry.

It is good for increasing our unemployment and underemployment rate. Perhaps we can entice the plantations to return to Hawaii to make up the loss of jobs.

It is good to preserve more beach space for our residents because they will need the space to live without jobs to pay the rent or mortgage.

It is good for eliminating the need for TAT money if there are not any visitors using City facilities and no visitors paying the tax.

The visitor industry is an extremely fragile one. It does not take much to crack it, a perceived negative reception here, a prohibition there, and our global competitors jump on that with glee to promote their own destinations - - for they are smart enough to see the value in the visitor industry.

Visitors are Oahu's economic survival line and the biggest marketing draw is sand and surf. Denying visitors efficient access via tour vehicles to desirable sand and surf destinations.

First time visitors have must experience destinations that were touted by the Visitors' Bureau and travel agents for decades like Waikiki Beach and Hanauma Bay.

However, our visitor industry also thrives on return customers who seek different experiences. And for better or worse, today's social media technology spreads the word of heretofore unvisited-by-visitor experiences at light speed and around the world.

This segment of visitors want to experience what was once only OUR places, and they will come in some way. If access via tour vehicle is denied, they will come down in rented cars driven by drivers who do not know where they really are, and many who might normally drive under different road rules, adding to the confusion and dangers on our roads.

Tour vehicles erases the confused driver, and each tour vehicle can replace anywhere from nine to 26 cars from the road and parking areas. Furthermore, these vehicles now leave a smaller environmental footprint than the replaced cars.

Many of the stops are part of a circle island tour involving photo opportunities for 15 minutes. To be able to take photos of Oahu's beaches only from a moving tour vehicle on Sundays leaves a bad "you can look, but don't touch" message.

Telling visitors they cannot be a part of us for even 1/7th of the time only serves to reinforce the perception that visitors are not welcome.

Thank you.

Motorcoaches are the Greenest mode of transportation.

- * A couple traveling on a motorcoach will generate nearly 50 percent less global warming pollution than they would by driving a hybrid car.
- * One motor coach can displace as many as 56 passenger cars from crowded highways.
- * Bus CO₂ emissions are less than van pools, rail, cars, and airliner. The figures are average grams of CO₂ emitted per passenger mile:

| | | | |
|------------|-----|--------------------|-----|
| Bus | 50 | Car pool (2 pass.) | 189 |
| Van pool | 97 | Light rail | 201 |
| Heavy rail | 151 | Airliner | 234 |

Motorcoaches save time and space.

- * Mid-sized sedan (Camry, Accord) @ 5.5' long, with 5' space between vehicles would occupy 1,162' highway space in traffic jam.

One coach with 5' space between vehicles would occupy 50', saving 1,112' of space; therefore five coaches save more than a mile of highway space that an equivalent number of cars would occupy.
- * Parking spaces: One coach occupies approx 383 sq feet; 56 cars occupy approximately 6,944 sq feet without accounting for 'in between' space.

October 11, 2011

**TESTIMONY BEFORE THE CITY COUNCIL'S COMMITTEE
ON PARKS AND CULTURAL AFFAIRS
ON BILL 5 RELATING TO CITY PARKS**

Thank you Chair Berg and Committee members. I am Gareth Sakakida, Managing Director of the Hawaii Transportation Association (HTA) with over 400 transportation related members throughout the state of Hawaii.

Hawaii Transportation Association opposes Bill 5.

Visitors are Oahu's economic survival line and the biggest marketing draw is sand and surf. Denying visitors efficient access via tour vehicles to desirable sand and surf destinations a recipe for disaster - even for one day of the week.

First time visitors have must experience destinations that were touted by the Visitors' Bureau and travel agents for decades like Waikiki Beach and Hanauma Bay.

However, our visitor industry also thrives on return customers who seek different experiences. And for better or worse, today's social media technology spreads the word of heretofore unvisited-by-visitor experiences at light speed and around the world.

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September 16, 2011

**TESTIMONY BEFORE THE HONOLULU CITY COUNCIL
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